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December 19th, 1873.

JOHN CAMERON & CO.,
London, Ont.

GENTLEMEN,

Enclosed please find One Dollar, being the Subscription

of M.....

P. O. to the

"Western Advertiser," for one Year.

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American Subscribers must send 25 cents extra to pre-pay Canadian Postage, or \$1.40 American Money altogether.

1973 Advertiser-Office

DON'T LET YOUR PAPER BE STOPPED !

SEND YOUR MONEY AT ONCE IN THIS CIRCULAR.

*Advertiser Office,
London, Ont., December 1874.*

M.....

To JOHN CAMERON & CO., Dr.

To "Western Advertiser," twelve months

ending 15th January, 1875,

\$1.00

PLEASE READ THIS THROUGH CAREFULLY.

Write your name and Post Office address on the other side of this sheet, place it in the printed envelope, together with One Dollar, get the Post Master to Register it (it costs but two cents extra), and the remittance will then come at our risk.

According to our regular custom, should we fail to receive your order for continuance before the expiration of the date on the address label on your paper, together with the proper cash remittance, it must be supposed that you do not wish to continue the subscription for the ensuing year, and the paper will necessarily be stopped.

We notify you thus early in order that you may promptly remit, if you desire to continue, so that there may be no break in the coming of your papers, giving annoyance to you and trouble to us.

This course is preferred by the majority of Subscribers, who object to the sending of a periodical after the expiration of Subscription, and the collecting of "arrears" which have been unintentionally incurred, and yet which are justly due to the publishers. ***Therefore, we do not now send a single paper after the date to which it is paid up.***